



General Assembly

January Session, 2007

Raised Bill No. 1369

LCO No. 4772

04772_____CE_

Referred to Committee on Commerce

Introduced by:
(CE)

AN ACT CONCERNING TOURISM MARKETING.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective October 1, 2007*) (a) As used in this
2 section:

3 (1) "Commission" means the Connecticut Commission on Culture
4 and Tourism;

5 (2) "Executive director" means the executive director of the
6 Connecticut Commission on Culture and Tourism appointed pursuant
7 to section 10-393 of the general statutes; and

8 (3) "Regional tourism district" means any regional tourism district
9 established pursuant to section 10-397 of the general statutes.

10 (b) The commission shall administer a regional tourism grant
11 program to provide grants in equal amounts to itself and to each
12 regional tourism district for the purpose of tourism projects and
13 activities in accordance with the strategic plans prepared pursuant to
14 subsection (c) of this section. Grants shall be made from the tourism
15 trust fund account established pursuant to section 2 of this act.

16 (c) (1) Each regional tourism district shall approve and submit a
17 five-year strategic plan for the use of the regional tourism grant to the
18 commission in such form and on such date as the executive director
19 may require. The plan shall (A) set forth tourism goals for the tourism
20 region and establish benchmarks to measure progress in achieving
21 such goals, (B) identify regional issues and local and regional needs
22 and resources for tourism, (C) include a description of the planning
23 process used to identify needs and set priorities for the region, (D)
24 include a description of the programs and projects to be funded, if any,
25 and a budget detailing the specific use of funds, and (E) include a
26 project component relating specific regional and local proposals to
27 state planning goals. The project component shall be updated
28 annually. The amount of the regional tourism grant for each regional
29 tourism district shall be certified by the commission not later than
30 thirty days after the date on which the plan for the regional
31 distribution of such funds is submitted to the commission.

32 (2) The executive director shall submit, and the commission shall
33 adopt, a five-year strategic plan for the commission that includes all
34 components required pursuant to subdivision (1) of this subsection.

35 (d) The commission may adopt regulations, in accordance with the
36 provisions of chapter 54 of the general statutes, to implement the
37 provisions of this section.

38 Sec. 2. (NEW) (*Effective October 1, 2007, and applicable to sales*
39 *occurring on and after October 1, 2007*) (a) There is established an account
40 to be known as the "tourism trust fund account", which shall be a
41 separate nonlapsing account within the General Fund. The account
42 may contain any moneys required by law to be deposited in the
43 account. The moneys in said account shall be available to the
44 Connecticut Commission on Culture and Tourism for the grants
45 required by section 1 of this act.

46 (b) In each fiscal year, the Commissioner of Revenue Services shall
47 segregate twenty per cent of the gross receipts from sales by any hotel

48 or lodging house, within the meaning of subparagraph (H) of
49 subdivision (2) of subsection (a) of section 12-407 of the general
50 statutes. Such segregated funds shall be deposited in the tourism trust
51 fund account.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>October 1, 2007</i>	New section
Sec. 2	<i>October 1, 2007, and applicable to sales occurring on and after October 1, 2007</i>	New section

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Statement of Purpose:

To segregate twenty per cent of the hotel occupancy tax to provide grants in equal amounts to the Connecticut Commission on Culture and Tourism and to each regional tourism district.

[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]